

VBA end of year letter

January 8, 2016

Dear Viewmont Business Owner or Manager,

The Viewmont Business Association's Board of Directors sends you season's greetings. We hope that 2015 was a good year for you and your business. We know, following our organizational meeting less than a year ago, that the year flew by fast for us.

Thanks for your interest in - and support of - our mission to promote commerce in Viewmont, our little slice of Hickory. We think that we've accomplished quite a lot in our formative year, though there's still plenty to do in branding Viewmont as a friendly, convenient and important place to shop.

During the year, the VBA adopted Bylaws, elected board members, introduced a new VBA logo, and staged an unfortunately rain-soaked Viewmont Street Strut promotion, followed in early December by the intentionally lower key Holiday Open House. We appeared before the City Council seeking funds; were graced at our August quarterly meeting by the presence of Councilwoman Jill Patton; listened, in December, as Catawba County Chamber of Commerce President Danny Hearn spoke about the challenge of filling thousands of vacant manufacturing jobs; and received an update on Hickory's StreetScape planning.

We set the groundwork in place for a facebook-based Business Community Hotline for business-to-business safety and security alerts. We've explored options regarding a vendors' forum for business supplies and services.

With nearly 200 merchants, banks and service-oriented companies, there are many common needs and concerns in Viewmont. The VBA can - with time, determination and your participation - become your sounding board, unify community businesses and be your spokesperson to city and county officials and agencies.

We are presently seeking candidates for the 2016 VBA Board of Directors. If you are interested in helping promote the Viewmont area as a business community - establishing Highway 127 as the real Main Street of Hickory - we need you. Elections will be held in early February, so you have time to contact one of the present board members about the opportunity of serving on such an esteemed committee.

Your 2015 Board Members are:

- President - Bobby Bush, Hops & Grapes
- Vice President - Henry Morphis, Morphis Law
- Secretary - Carolyn Sinclair, Adrienne's
- Treasurer - Donna Price, Bumblebee Interiors

- Marketing – Erica Boustead, Fourk Restaurant
- Events – Nichole Dailey, First Citizens Bank
- Logistics – Matt Miller, Bistro 127 m

We thank the businesses that supported the VBA in 2015 and request your continued support. If your company missed out on the VBA educational experience, B2B networking and the satisfaction of supporting your community, you have another chance in 2016.

The annual VBA membership fee remains \$50. The VBA Registration form is included in this mailer. Please stand and be counted among community businesses as we strive to bring recognition to Viewmont as the thriving business community that we all know it can be.

Sincerely,

VBA Board of Directors

2015 VBA members include:

Bistro 127

Hen & Chicken Papers

Adrienne's

Morphis Law

Koin Kar Wash

Fourk

Outdoor Supply Co.

Viewmont Pharmacy

Rock N Roads Bicycles

Hops & Grapes

Muscle Docs

Wine & Design

Bumblebee Interiors

Café Gouda

Select Tech

Pampered

Wild Birds Unlimited

Corinth Reformed Church

Rink & Robinson, PLLC

McDonald's

Health Hut

First Citizens Bank

Dan Waters & Associates

Copperbean Coffee

Subway of Hickory

NC Farm Bureau

Reed Dermatology Clinic

Viewmont Service Center

Fuel of Hickory

Center Street Eats

Treasure's Vision

The Brock Agency

Wyke's Drive In Cleaners

Eco Dental

Benjamin's and Libba's

Whitfield's Flowers and More

Dockside Fish & Seafood

K. David Khatod, CPA

Headshop Haircutting

Food Matters Markets

Renaissance Financial Partners

Tar Heel Wealth Management

Steven Hedrick

Muscle RX

Hannah's BBQ

Wild Wok 127

Catawba County Chamber of Commerce

Ameritech Computer Consultants

Catawba Science Center

Hickory Plastic Surgery Center

Viewmont Animal Hospital

Cornerstone Healthcare